



**COPPER RIVER**  
Wild Alaska King, Sockeye & Coho

www.copperrivermarketing.org

# Copper River/Prince William Sound Marketing Association



**PRINCE WILLIAM SOUND**  
WILD ALASKA SOCKEYE

509 First Street  
P.O. Box 199  
Cordova, AK 99574  
t: 907.424.3459  
f: 907.424.3430

## President's Letter

To all Area E gillnet permit holders:

I would like to thank all the members who supported my election to the Board. As the new President, I promise to abide by our mission statement to increase the value of Copper River and PWS salmon. I pledge to listen to every member's questions and concerns carefully and respectfully.

There are many important issues the board will consider this year. Of immediate concern is the upcoming de-certification vote before the membership.

Many of us have families to support, some of us don't, but we all have permit payments, boat payments and living expenses. The increased value of the salmon I catch due to our marketing association's efforts helps pay the mortgage, puts food on the table, and shoes on my kids' feet. Someday, it will also help pay for their college educations.

The fact is, that for almost 10 years, CRPWSMA has successfully marketed and promoted Copper River and PWS salmon, which resulted in Area E permit holders being paid higher prices for their salmon than any other fishery in the state. Customer surveys show that Copper River salmon is the only salmon that is asked for by name.

If our 1% tax assessment were to be de-certified, Bristol Bay will become the dominant regional salmon marketing association in the state. Their member supported RSDA generates almost \$2 million dollars annually.

Bristol Bay sockeye salmon will benefit from our absence by displacing Copper River and PWS salmon from many of the fresh and fresh frozen markets we now enjoy.

This year Bristol Bay fishermen were paid on average \$1.25 per pound. The 2015 prediction of 54 million fish could drive this price even lower. We could see similar prices after June 1st if Bristol Bay becomes the dominant RSDA capturing the interest of the consumers with lower priced fish.

If this vote were to pass and we lose the ability to fund our targeted marketing promotions, brand enhancement, and quality programs it is very likely we could see a dramatic decrease in the value of our salmon, limited entry permits and boats.

I strongly urge all CRPWSMA members to vote in favor of continuing the 1% tax.

**Jeff Bailey**  
F/V Miss Margeaux  
President



## Board of Directors

Jeff Bailey  
*President*

Bill Lindow  
*Vice President*

Thea Thomas  
*Secretary*

Per Nolan  
*Treasurer*

Susan Harvey  
*Setnet Representative*

Mike Mickelson

Bob Smith

Jeff Olsen

Richard Wheeler

Shawn Gilman

Dennis Zadra

## DOCK TALK

### A voice for our fishermen

Fellow Members,

I am writing today to communicate my thoughts on the Marketing Association and the direction we are now going. Our region has had great success in branding and programs as well as the expected fumbles along the way. A Board of your peers is a reflection of us all and we all make mistakes and achieve varying degrees of success throughout each season. I am confident that the current board has heard the fleet's concerns and desire for continued support of our successes along with the change that open dialogue for new direction and ideas will bring. Please support the continued financial strength of the RSDA by voting to keep the 1% tax in place. Staying unified through this association is a unique and solid anchor of numbers that we should not throw away lightly in this quickly changing world where competing interest of this industry and others may not look out for us like we can ourselves.

-- Shawn Gilman, F/V Kari Jean

An RSDA that is responsive, and responsible to our fleet could be a huge boon to us both now, and in the future.

-- Bob Smith, F/V Wild Thang

Our Association was voted into existence by Area E gillnet permit holders to replace ASMI as the recipient of our 1% marketing fee. The conventional wisdom at the time, I believe, was that a specifically regional and a specifically gear-type marketing organization could be more nuanced and effective for our area than ASMI had been. Those were my thoughts at the time....and they still are.

-- Bill Black, F/V Ambergris

Please join us for an  
informational meeting on  
**Wednesday, December 10, 2014**  
5:00 P.M. at CDFU

Teleconference: 1-800-791-2345  
PIN: 28095

## Election FAQ

Q: Why would CRPWSMA conduct an election to de-certify the tax that funds the work we do to market our fish?

A: A petition was submitted to the State of Alaska to de-certify the 1% regional seafood development tax. It was signed by 10% of our members. According to AS 43.76.360, the RSDA is responsible for conducting that election of its membership.

Q: What is the timeline of the election?

A: Please take note of these important election dates

**December 10** – Informational Meeting at CDFU Office 5:00 pm

**January 17** – First ballot packet mailed

**February 14** – Second ballot packet mailed

**March 2** – All ballots must be postmarked by this date

**March 22** – Election results certified by the Division of Economic Development

Our website will be updated frequently with election information, please check back often for updates!

## WEBSITE UPDATES



In May and early June, your RSDA's website underwent a major overhaul. We created a video that tells the story of the family fishermen of the Copper River and Prince William Sound. The CRPWSMA site now has a more streamlined, professional look with bold photos and easy-to-find information. Our Copper River Salmon and Prince William Sound consumer sites are also recently updated as well.

We encourage you to visit all three websites and become familiar with your association. Suggestions for the website and new content are always welcome.

## 2014 MEDIA TOUR

By Thea Thomas

Photo ©Lori Lange, RecipeGirl.com

*Our media tours have been met with great success, connecting local fishermen and the community at large to food writers, bloggers, chefs, and photographers.*

"Copper River salmon is only available for two weeks a year." Many consumers, retailers and chefs believe this statement to be true. For several years, the Marketing Association has taken on the job of letting salmon lovers around the country know that we harvest sockeye through July and Coho salmon through September. The Marketing Association invites influential chefs and writers to Cordova to educate them about the fishery, the people and the area of the Copper River.

This past season we hosted two media tours, which included cookbook authors, recipe developers, photographers and food bloggers. Our guests met fishermen, biologists, hatchery managers and processing workers. They learn how the fish are caught, why the fishery is sustainable, what ocean ranching means and the journey the salmon take from fishing boat to table.

The response we receive from the media tours is remarkable. One of our guests, Lori Lange of [www.recipegirl.com](http://www.recipegirl.com), who wrote several articles about her experience in Cordova, has 800,000 followers on her website and blog. Inviting chefs and writers to experience first hand the salmon, the scenery and the community of the Copper River has proven an excellent way for our story to reach the market.

## 2014 Sockeye Tour

Meredith Steele, *In Sock Monkey Slippers*  
Lori Lange, *Recipe Girl*  
Brian Samuels, *A Food for Thought*

Sara and Hugh Forte, *Sprouted Kitchen*  
Hedi Larsen, *Foodie Crush Magazine*  
Lari Robling, *Endangered Recipes*



Area E fisherman Tracey Nuzzi, connecting with food writers during the 2014 Sockeye Media Tour.



# YOUR RSDA

This is your RSDA and your voice is an important part of shaping the programs and direction of the Association. There are many ways to stay informed and get involved to share your ideas and feedback:

- Call, email, or speak with Board members and staff
- Attend a Board meeting – members are always welcome and there is a public comment period at the start of each meeting.  
Board meeting dates, times, and locations are posted on our website and teleconference is always an option.
- Run for a seat on the Board
- Attend the Association’s annual membership meeting to learn about programs and initiatives, and provide your input and ideas.
- Join the e-mail list at [www.copperrivermarketing.org](http://www.copperrivermarketing.org) to receive our e-newsletter, important Association updates and press releases

## PROJECT PROPOSALS

Member input has always played an important role in developing the Association’s strategies and programs. To encourage fleet participation, the Board is accepting Project Proposals for marketing, research, and quality programs, as well as fleet initiatives.

A new application for project proposals is available for download at:

<http://www.copperrivermarketing.org/project-proposals>

### Treasurer’s Update

Per Nolan, Treasurer  
F/V Terminal Harvester



Thank you for electing me to the Board of Directors of CRPWSMA. As your new Treasurer, I will do my best to ensure we are fiscally responsible to our membership. The new Board has been tasked with explaining the value of our 1% assessment paid by our membership.

As Treasurer, I have developed some budget reform that has been adopted by the Board, which gives our membership and our industry a say in what we do. We have the ability to affect improvements to our fisheries for the benefit of our members.

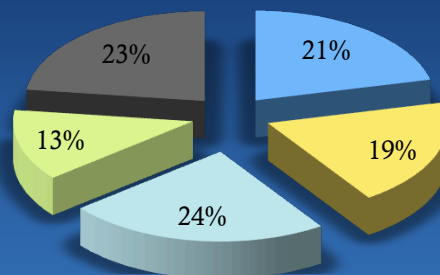
I encourage any member to call me with any questions or ideas they may have. We, as an RSDA, have the financial strength to help our fishery be the best it can be.

I encourage each member to vote in favor of our 1% tax.

### 2015 Budget Outlook

#### Executive Director Search

As this newsletter goes to print, our Board of Directors is in the process of interviewing our top candidates, and will be selecting a new Executive Director in the coming weeks. We are very excited to bring new energy into the organization, and looking forward to the opportunity to introduce our new Executive Director to our members soon!



- MARKETING PROGRAMS
- QUALITY PROGRAMS
- FLEET PROGRAMS
- ORGANIZATION PROGRAMS
- ADMINISTRATION

## Letter from a new Director:

By Bill Lindow, Vice President

As a newly elected board member, I have been working to get up to speed on the policies, programs, finances and history of the Marketing Association. In the past, I have been happy to sit back and let my elected board representatives direct things. Now its my turn to do some work to help the organization succeed in its mission.

There is a lot going on, and the new board is working on a long to-do list. Addressing the upcoming vote to decertify the tax that funds the Marketing Association is at the top of the list. It is clear to me that the members who signed the petition to begin the decertification process were unhappy with the directions the organization was going in, or they just did not feel they were getting enough return on their 1% tax.

The board is in the process of re-assessing the effectiveness of some of our past programs. You will likely see some significant changes in the funding of programs in the coming year. The board is interested in considering new ideas for projects and programs, whether they are generated by the board, staff, or by members. Marketing is one of the major program areas for the Association. We have several continuing marketing efforts, including booths at food shows, sponsoring media tours to Cordova and providing point of sale advertising materials to retailers.

I'll be looking for evidence that we are getting a good return on our marketing. Even though the Copper River brand is still at the top of the price list for wild salmon, I think the benefits of our marketing efforts will always be hard to measure. However, a quick tour of the internet shows that nearly every regional food producers group in the US is spending money to market their products in many of the same ways that we do. Florida orange juice, Northwest cherries, Vidalia onions, Maui sweet onions, Wisconsin milk, and California almonds are a small sample of the groups out there. They clearly feel there is a net benefit to spending money this way. We also have to compete against other regional salmon groups including Bristol Bay and Cook Inlet, who are marketing their fish, claiming theirs is great, or even the best.

I believe we need to continue with an adequate level of marketing, while at the same time working on our other program areas including quality, infrastructure, partnerships and public awareness. I have a good feeling about the direction and energy of the new board, and I think the way ahead is filled with opportunity. Let's not get left in the wake of the other salmon producers. We need to stay in the lead.





As I settle into my new role as your Program Assistant, I wanted to take a moment to introduce myself to you. You may recognize me from the video that CRPWSMA produced this past May, or you may know me from the time I spent growing up on my family's boats.

At the core of my identity, **I am a fisherman.**

I truly believe in what this Association stands for, and that maximizing the value of seafood harvested from the Copper River and Prince William Sound region is imperative to the success of the up-and-coming generation of young fishermen.

Building on the Copper River and Prince William Sound brands, and continuing to put our name into the global marketplace as the gold standard in quality and sustainable salmon, will enable us to maintain our elite status. It will ensure that our children have the opportunity to be fourth-, fifth-, or sixth generation fishermen in one of the greatest fisheries in the world. As CRPWSMA builds partnerships and quality enhancement strategies, we all benefit.

Like you, I'm a vessel owner. I want each of you to know that we're in this together. I encourage you to bring your ideas to the Board of Directors and to be involved in the future of our organization.

Don't be afraid to stop in, say hello, and introduce yourself!

Happy Holidays,

Chelsea Haisman  
*Program Assistant*

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